



JOB DESCRIPTION

Employer Engagement Officer (Operations) Professional 4 (P4) Student Support & Development Permanent

Dublin City University

Dublin City University (DCU) is a young, ambitious and vibrant university, with a mission 'to transform lives and societies through education, research, innovation and engagement'. Known as Ireland's 'University of Enterprise', DCU is a values-based institution, committed to the delivery of impact for the public good. DCU was named Sunday Times Irish University of the Year 2021.

DCU is based on three academic campuses in the Glasnevin-Drumcondra region of north Dublin. More than 18,000 students are enrolled across five faculties – Science and Health, DCU Business School, Computing and Engineering, Humanities and Social Sciences and DCU Institute of Education.

DCU is committed to excellence across all its activities. This is demonstrated by its world-class research initiatives, its cutting-edge approach to teaching and learning, its focus on delivering a transformative student experience, and its positive social and economic impact. The university continues to develop innovative programmes in collaboration with industry, such as the DCU Futures suite of degrees, which are designed to equip graduates with the skills and knowledge required in a rapidly evolving economy.

DCU's pursuit of excellence has led to its current ranking among the top 2% of universities globally. It is also one of the world's Top Young Universities (QS Top 100 Under 50, Times Higher Top 150 Under 100). In the Times Higher Education University Impact Rankings 2021, DCU ranked 23rd in the world for its approach to widening participation in higher education and its ongoing commitment to eradicating poverty, while it ranks 38th globally for its work in reducing inequality and 89th globally for gender equality.

The university is ranked 23rd in the world and first in Ireland for its graduate employment rate, according to the 2020 QS Graduate Employability Rankings. Over the past decade, DCU has been the leading Irish university in the area of technology transfer, as reflected by licensing of intellectual property.

Overview of the department

Student Support and Development (SS&D) provides personal and professional development and support to students at DCU and is a busy and diverse Unit which includes the Careers Service,

Student Advice Centre, Counselling & Personal Development, Student Learning, Financial Assistance, Chaplaincy, the Student Health Centre, Disability & Learning Support, and the Access Office. Further information on Student Support & Development can be found at:

<http://www.dcu.ie/students/index.shtml>

The Careers Service within SS&D is currently seeking an Employer Engagement Officer (Operations) to work in a flexible and fast-moving environment to deliver an engaging range of services for student and employers.

Role Profile

The Careers Service works with all students from undergraduates, postgraduate taught and postgraduate research to help students and recent graduates reach their potential and fulfil their career aspirations. A core activity of the Service is connecting students with employers.

The successful individual will deliver on employer engagement activities assisting the overall strategic and operational direction of the Careers Service. The individual will report to the Head of the Careers Service or nominee.

Duties and Responsibilities

The duties and responsibilities of the position include, but are not restricted to, the following:

Event Management

- Plan and organise employer engagement activities ensuring the plans feed into the Employer Engagement operational plans.
- Plan and co-ordinate programme activity to meet defined targets and milestones
- Replying to employer queries on engagement activities.
- Plan, organise and deliver events including virtual, hybrid and in-person. Events include networking, panel discussions, Careers Fairs, Presentations, Information Stands.
- Co-ordinate events schedule and liaise with employers on events.
- Co-ordinate employer engagement event logistics.
- Co-ordinate visiting employers including handling queries and troubleshooting on the day of events and campus engagement (virtual, hybrid and in-person).
- Make sure all insurance, legal, health & safety obligations are followed in conjunction with relevant departments.
- Provide training sessions to employers regarding virtual / hybrid careers fair.

Relationship Management

- Assist in the development and roll out of appropriate employer focused engagement and account management strategies.
- Manage a portfolio of key employer clients ensuring they are aware of the full range of tools and services provided by the Careers Service with focus on increasing the depth and breadth of student opportunities.
- Identify the recruitment needs of employers and use the most appropriate service to meet those needs.
- Advise new and current employers on the best strategy to promote brand awareness and to target the right students.
- Assist with the development of procedures for employer engagement.
- Engage employers in skills-based learning for students.

- Diagnose and answer a wide variety of queries from employers.
- Writing content for student and employer sections of the website.
- Oversee the jobs board and drive engagement from students, graduates and employers.

Marketing, Communications and Promotion

- Develop initiatives to drive careers service messaging including the use of social media sites.
- Develop marketing materials and campaigns promoting student employer engagement opportunities.
- Create innovative and engaging content in posts using images, videos and graphics appropriate to the work being promoted.
- Promote events via social media and careers webpages.
- Marketing employer events to students to ensure maximum uptake.
- Liaise with Communications and Marketing Office to promote employer engagement and develop branded material in line with DCU branding guidelines.

Policies, Procedures and Reporting

- Oversee the general careers mailbox and messages received via social media ensuring responses are timely and professional.
- Ensure employer database is updated regarding employer interactions with the Careers Service.
- Assist with the evaluation of events to inform future service provision.
- Run reports from the CRM system.
- Collect qualitative and quantitative feedback to inform future service provision.
- Assist with employer jobs board terms and conditions.

Qualifications and Experience

Essential Criteria

Candidates must possess:

- A primary degree or equivalent at NFQ Level 7.
- A minimum of three years' recent relevant experience of working in a marketing communications or events management role/department in-house or agency.
- Excel at cultivating and maintaining good working relationships with all internal and external stakeholders.
- Evidence of excellent communication skills (oral and written).
- Excellent planning and organisation skills.
- Strong interpersonal skills and ability to operate on own initiative as well as part of a team.
- Evidence of IT skills.

Desirable Criteria

- A relevant post graduate qualification.
- Previous experience of working in event management or working in a client relationship role.
- Capable of delivering multiple projects simultaneously.
- Possess strong attention to detail and high accuracy.
- Good knowledge of database management and experience using Customer Relationship Management Systems.
- Experience of project management.